Annual Operating Plan 2010-2011

Alberta Conservation Association

Conserving Alberta's Wild Side

Annual Operating Plan 2010-2011

Our Mission

ACA conserves, protects and enhances fish, wildlife and habitat for all Albertans to enjoy, value and use.

Our Vision

An Alberta with an abundance and diversity of fish, wildlife and their habitat; where future generations continue to use, enjoy and value our rich outdoor heritage.

Toll free: 1-877-969-9091

This document is located on our website at www.ab-conservation.com/go/default/index.cfm/publications/annual-operating-plan.

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1.0 Introduction

Alberta Conservation Association's (ACA) *2010-2011 Annual Operating Plan* is designed to inform Albertans, our stakeholders and partners about how we will direct revenue to our various program areas and what projects we will undertake during this fiscal year. The intent of this plan is to fulfill our mission to conserve, protect and enhance wildlife, fish, and habitat for all Albertans to enjoy, value and use.

Relevant information with respect to the major projects to be undertaken in each program area and their associated budgets are provided in an abbreviated table format. It is our hope that this format is easy to interpret and provides the level of detail asked for by our stakeholders.

When reviewing this document please keep in mind that the budget numbers may not coincide with the amount stated in the summary budget in Section 5. The reason for the discrepancy is related to costs for activities such as training, professional development, planning, public speaking, etc. that are directly related to the program area, but not necessarily attributable to a specific project.

ACA uses a provincially-based program model. As such, programs and budgets are reported on within nine program areas: 1) Finance and Administration, 2) Communications, 3) Human Resources, 4) Health and Safety, 5) Information Technology, 6) Wildlife, 7) Fisheries, 8) Land Management, and 9) Report A Poacher and Compensation. This programming model helps to ensure projects within a single program area are standardized throughout the province and circumvents regionally-specific issues taking precedent over provincial priorities.

We, along with our member groups and the Provincial Government (Alberta Sustainable Resource Development, ASRD), have made a commitment to the retention and recruitment of hunters, anglers and

trappers. This collective group has historically been the driving force behind conservation initiatives in this province and continues to put their time, efforts and funds into conserving Alberta's natural heritage. Owing to the role hunters, anglers and trappers play in conservation it is vitally important that we continue to work with our member groups and ASRD to support retention and recruitment projects.

In 2010-11 we will enter the second year of our three-year pilot project intended for hunter, angler and trapper retention and recruitment. This year, as in 2009-10, we have committed $500,000 from our operational funds towards retention and recruitment. This initiative is unique in that the majority of the funded projects are delivered by our member groups. In addition, we have partnered with Hunting for Tomorrow to reimburse the cost of the first WIN card for any youth that successfully completes the Conservation and Hunter Education Training Program. Along with receiving a reimbursement for $8.40 (cost of the WIN card), each youth receives an information package containing literature on each of our member groups that provides the youth with an opportunity to learn more about the conservation community in Alberta. This initiative started as a pilot project in 2009-10, and owing to its success will continue in 2010-11.

Once again in 2010-11 we are making an effort to increase the number of projects we partner on with our member groups. We have partnerships planned with Alberta Hunter Education Instructors' Association (AHEIA), Alberta Trappers' Association (ATA), Alberta Fish and Game Association (AFGA), Pheasants Forever (PF), Trout Unlimited Canada (TUC) and Wild Sheep Foundation Alberta (WSFA). These projects range from land purchases with AFGA, to stream bank enhancement with TUC, to sheep surveys with WSFA. In addition to our member group partnerships, we continue to expand our partnerships with non-member groups, involving everything from local community groups interested in being land stewards for a conservation site, up to significant land purchase partnerships with Ducks Unlimited Canada (DUC) and Nature Conservancy of Canada (NCC).

We continue to make a concerted effort to reduce administrative costs to ensure funds are spent on "direct conservation efforts". The budget for 2010-11 allocates $10,553,065 into the Wildlife, Fisheries, Land Management and Communications programs. This amount is equal to 99% of the levy revenue value that is expected to be collected.

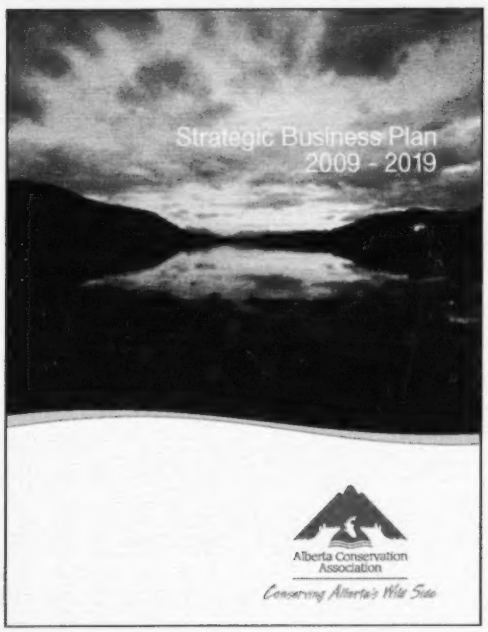
Our capacity to essentially direct the entire levy revenue value into the resource is a direct result of our ability to acquire partner (non-levy) funding for many of our projects. In 2010-11 we anticipate receiving over $4.5 million in partner funds. These partner or non-levy funds come from corporations such as Canadian Natural Resources Ltd., Canadian Western Bank, Compton Petroleum Corp., CTV Television Inc., Devon Canada Corp., Pacrim Hospitality Services Inc., RBC Royal Bank Blue Water Project, Suncor Energy Foundation, Syncrude Canada Ltd., TD Friends of the Environment Foundation, Penn West Energy, Shell Albian Sands Energy Inc., as well as numerous private citizens and other funding agencies. The success in obtaining partner funding is a direct result of our quality conservation work and the efforts of our dedicated employees.

1.1

Linkages to ACA's 2009-2019 Strategic Business Plan

In the past, ACA created a three-year business plan that was updated annually. However, we changed this model in 2009 and created a three-year and a ten-year business plan, included together in the *2009-2019 Strategic Business Plan*. The intent is for the objectives identified in three-year plan to be rolled over annually during this three-year period, and updated only if a significant change in strategic direction is warranted.

There are several advantages of this new model of business planning. First, from a practical sense, this decision reduces overhead costs by removing the need to produce a new plan annually. Second, from a management perspective, it ensures that goals and objectives set out in one business plan are not lost or overlooked in a new plan. Consequently, we will be able to evaluate which objectives were achieved at the end of the three-year period and which were not, and the underlying reasons. Third, maintaining our objectives for a three-year period allows staff and stakeholders to track our progress in fulfilling specific goals and objectives.



Despite the move to static three-year plans, we will remain flexible and capable of making changes in strategic direction if required. The underlying premise of static business planning is that if a change in strategic direction is required then the business plan is altered as required.

In 2010-11 we will adhere to the strategic objectives for 2009-12 articulated in our *2009-2019 Strategic Business Plan*. We use the Strategic Business Plan as a roadmap to maintain direction and to remain focused on the strategies that influence our effectiveness. Having this clear sense of direction, we are able to develop the most appropriate means to reach our goals, which contributes to our success in fulfilling our mission.

Each program manager has reviewed the goals and objective laid out in the Strategic Business Plan and has incorporated these into their respective program plans found in this *2010-2011 Annual Operating Plan*.

Program Areas

2.0

2.1

Finance and Administration Programs

The Finance and Administration programs focus on ensuring smooth, day-to-day operations of ACA. Tasks undertaken in these programs include payroll, payables, receivables and administrative support for our managers and Board of Directors.

Table 1: Finance and Administration Projects for 2010-11

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Finance	Provide financial services that safeguard the assets of the company, ensure legal and contractual obligations are met, and provide accurate and timely information to the decision makers of ACA.	· Effectively manage assets. · Complete, on-time legal reporting. · Support management's information needs and facilitate effective decision making.	$515,955	$25,000	$540,955
Administration	Provide administrative support to all areas to enhance the efficiency and effectiveness of internal operations.	· Support Board of Directors, executive and management. · Maintain building operations.	$523,886	$960,392	$1,484,278

2.2

Communications Program

The Communications program focuses on increasing the profile of ACA and awareness of the programs we deliver in our role as a non-profit, registered charity and as a Delegated Administrative Organization (DAO) for ASRD.

We are also guided by the Public Information, Education and Communication Operations Agreement, which outlines the activities, roles and responsibilities required for ACA and ASRD to work together to provide Alberta's hunters and anglers with information related to conservation.

The Communications program is responsible for: 1) advertising, 2) internal and external communications, 3) management and design of print materials and publications, 4) the external website, 5) media relations, 6) graphic design and 7) messaging and brand management. In addition to these responsibilities, we maintain a cost-efficient program through partnerships, advertising revenue and in-kind support, and by sourcing and establishing other revenue-generating opportunities.

The program continues to assist with the Retention and Recruitment initiative, as well as with Business Development activities that strengthen corporate relations and increase ACA's profile among businesses in Alberta and elsewhere in Canada. Our primary focus is to maintain existing business relationships and develop new ones through our Corporate Partners in Conservation program. Corporate donations and advertising revenues remain invaluable to program development and implementation. We continue to explore other revenue-generating opportunities such as the WIN Card Benefits Program, terrestrial conservation offsets and carbon credits.

All aspects of the Communications program incorporate messaging that achieves the three-year objectives and ten-year goals identified in the Strategic Business Plan. This includes increasing:

- general awareness level of ACA, our member groups and conservation challenges from 1.7% to at least 5%;
- status of ACA as a world-class conservation organization known for integrating high-quality research and on-the-ground conservation projects; and
- recognition of the positive role hunters, anglers and trappers play in the conservation of wildlife, fish and habitat through their observations, knowledge and direct contribution of $10 million from licence levies.

The major activities that we will implement this year are:

- Produce, publish and distribute the Annual Operating Plan, Annual Report, two issues of *Conservation Magazine* and the third edition of the *Guide to Outdoor Adventure*.
- Ensure all communications materials created by ACA staff for external audiences adhere to brand identity guidelines.
- Implement social media and develop an interactive online community.
- Work with a third-party agency to aid in the development of a three-year organizational communications and marketing plan that defines where we are and where we want to be, and most importantly the strategies that will get us there.
- Update tradeshow displays and create program banners for Wildlife, Fisheries and Land Management to use at workshops, conferences and town meetings.
- Augment the external website by profiling individual projects via designated project pages.
- Provide expertise and support for approved communications needs from the Wildlife, Fisheries, Land Management, and Business Development programs as well as requests from the President and CEO, and Vice President.
- Provide Alberta's hunters, anglers and trappers with effective current information and communications related to conservation and spending of levy dollars from licence sales.
- Continue to connect with stakeholders via our e-subscriber database with a quarterly e-flash, which e-mails the latest in conservation research, partnerships, events and happenings directly to stakeholders.
- Increase the overall level of corporate involvement in ACA programs by strengthening existing relationships and developing new corporate partnerships.
- Implement year two of the Retention and Recruitment program that is delivered by our member groups to increase hunter, angler and trapper retention and recruitment.

Table 2: Communications Projects for 2010-11

Communications					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Advertising/ Outreach	Identify key advertising opportunities and implement strategies that align with the Strategic Business Plan's three-year objective to improve online communications and marketing efforts. Connect with stakeholders via our e-subscriber database with a quarterly conservation e-flash, which highlights the latest conservation developments, research and events.	· Develop a strategic three-year marketing and communications plan that encompasses traditional and social media. · Utilize social media to reach new audiences. · Measure our return on investment through partnership growth, magazine and guide requests, and online subscriptions. · Respond to requests for promotional items for stakeholder events (i.e., silent auction items).	$93,614	$0	$93,614

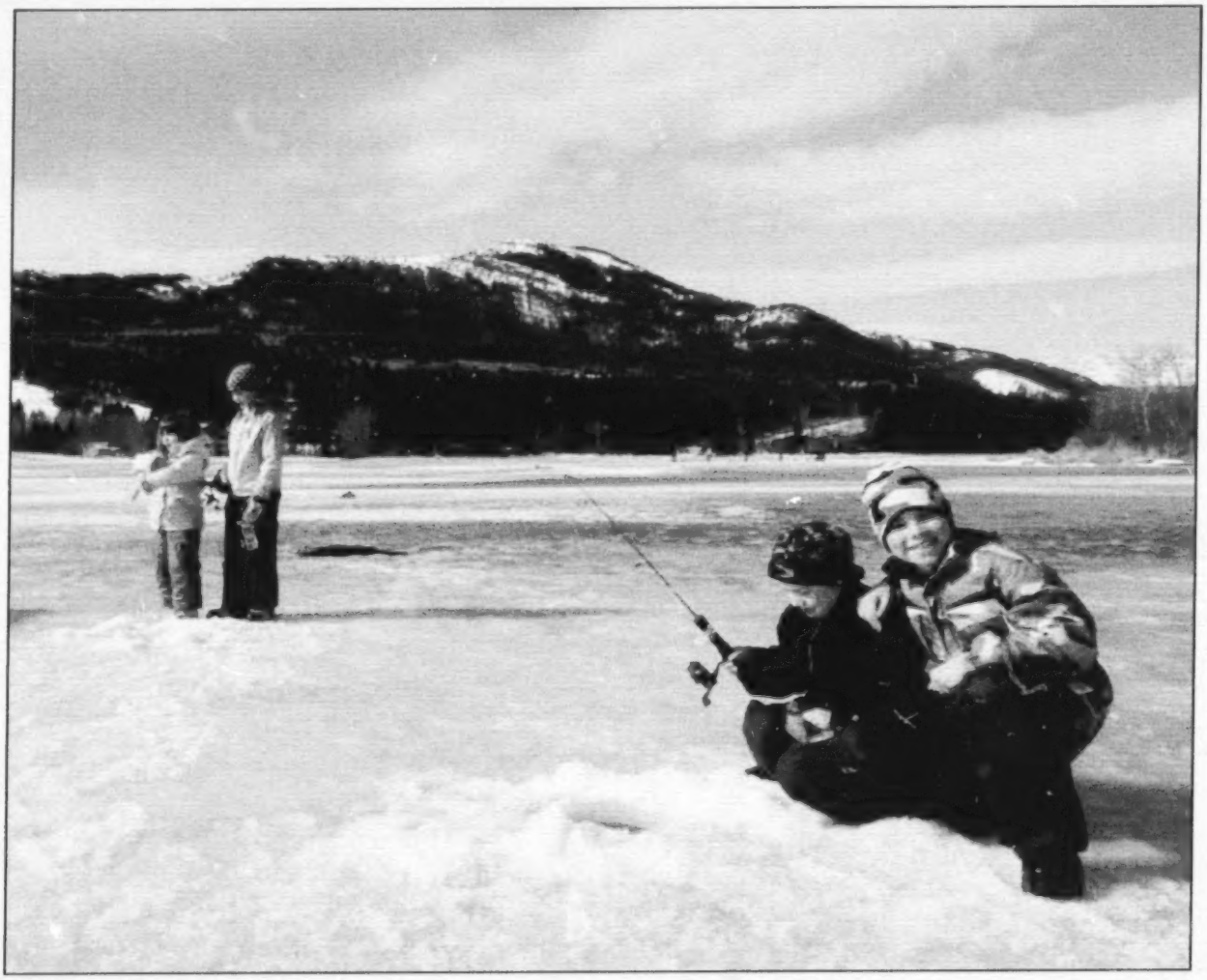
Bateman Property			$12,805	$0	$12,805
Branded Merchandise	Provide support, brand management advice and creative expertise for promotional materials distributed at tradeshows, conferences and partner events.	· Produce a cohesive line of recognizable branded materials. · Increase brand awareness.	$23,103	$0	$23,103
Internal and Regional Communications	Apply communications best practices to support the President and CEO, Business Development and Wildlife, Fisheries and Land Management programs.	· Complete pre-identified and approved program communications needs. · Develop key communications materials (media releases, etc.) to complement program needs. · Maintain program representation on the Conservation Magazine editorial committee to ensure content accuracy and timeliness. · Conduct two regional visits.	$13,475	$0	$13,475
Print and Publications	Enhance ACA's visibility and recognition among stakeholders, partners, the general public and the media. Major materials that achieve this recognition are our business publications, the ***Guide to Outdoor Adventure*** and ***Conservation Magazine***. Provide brand management, design and quality review of all materials created for external audiences.	· All materials adhere to organizational brand guidelines. · Publish and distribute two issues of ***Conservation Magazine***. · Increase subscriptions by 2%. · Co-ordinate, develop and facilitate the delivery of 100,000 copies of the third edition of ***Discover Alberta's Wild Side – Guide to Outdoor Adventure*** in partnership with the Land Management program. · Co-ordinate, develop and design the Annual Report. · Co-ordinate, design and print the Strategic Business Plan, Annual Operating Plan and the Grant Eligible Conservation Fund Annual Report. · Complete approved program communications needs for print materials. · Update large tradeshow display and create display banners for each program area (Wildlife, Fisheries and Land Management).	$139,516	$121,000	$260,516

Program Co-ordination	Increase employee learning through professional and academic development. This includes memberships with marketing groups who aid in the promotion and distribution of materials.	· Increase employees' skill to deliver a well-recognized, high-quality Communications program.	$109,338	$0	$109,338
Website	Provide an accessible information gateway that utilizes current technology to engage users, decrease bounce rates, and profiles our conservation research and partners who support our Vision.	· Implement Search Engine Optimization practices. · Implement monthly website updates. · Upgrade the Conservation Site database to complement changes made in the 2010 *Guide to Outdoor Adventure*. · Examine structural organization of Program Reports and develop a new method to post and download information. · Create individual project page templates and complete 20 project pages in 2010. · Create a "Writing for the Web Style Guide."	$55,020	$0	$55,020
Marketing Campaign	Inform the public of ACA, our member groups and the role and that hunting, fishing and trapping play in conservation. Engage the next generation in hunting, angling, trapping and other related conservation activities.	· June 2011 survey indicates an increase in public recognition of ACA, our member groups and how hunting, fishing and trapping contribute to conservation. · Develop messages that are targeted at young people as they are the future of conservation. · Work with *Let's Go Outdoors* to employ a variety of media (TV, radio and social media).	$174,000	$0	$174,000
Business Development					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Business Development Support	Increase the level of corporate involvement in ACA programs by strengthening existing relationships and developing new corporate partnerships.	· Concentrate on business development and marketing efforts to increase revenues from corporate partnerships, donations and advertising. · Continue to promote the Corporate Partners in Conservation program. · Sign on at least 3 new corporate partners that are participating in conservation-related projects. · Increase the amount of non-levy revenue relative to levy funds by a minimum 5% of total ACA funds. · Research and pursue several business development initiatives including the WIN Card Benefits Program, terrestrial conservation offsets and the carbon credit market. · Increase the number of ACA corporate partner donors by 5 in 2010-11.	$219,908	$0	$219,908

Trade shows	Increase public awareness of ACA and the programs and projects we conduct each year in Alberta.	· Participate in 18 trade shows throughout Alberta.	$50,899	$0	$50,899
ACA Store	Provide ACA-branded, field work related merchandise at a discount to staff and volunteers.	· Increase employee satisfaction and retention. · Support ACA goal to increase brand awareness.	$4,926	$0	$4,926

Retention and Recruitment

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
A decision on funding allocation for 2010/11 Retention and Recruit projects will made by March 31, 2010.			$305,043	$200,000	$505,043



2.3

Human Resources Program

The Human Resources program focuses on understanding human resource needs as well as introducing and implementing solutions to execute business strategies and facilitate the achievement of organizational goals.

In 2010-11, the Human Resources program will focus on current economic trends and technology, professional development and employee satisfaction and will support managers as they direct their employees and oversee implementation of our projects. Priority is given to building a skilled and motivated workforce that ensures projects are completed *on time, on budget, of high quality and done safely* and meets our Strategic Business Plan goals and objectives.

Table 3: Human Resources Projects for 2010-11

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Professional and Academic Development	Develop plans for employees to identify courses needed to advance their careers. Identify, track and promote participation in professional conferences. Encourage presentations at conferences. Identify key employees for succession planning. Provide mentorship and coaching to junior employees.	· Improve professional knowledge and skill base. · Increase employee satisfaction with opportunities for career development. · Increase recognition of ACA through posters and oral presentations. · Provide employees with solutions to do their jobs successfully and that allow them to advance professionally.	$45,000	$0	$45,000
Professional Memberships	Encourage staff to contribute to self-regulating professional associations committed to promoting excellence in professional practices.	· Increase awareness and credibility of ACA and our staff by promoting and maintaining high standards of professional competence and ethics.	$8,000	$0	$8,000
Health and Wellness	Introduce a new level of health benefits to our employees.	· Increase employee satisfaction with benefits plan. · Create healthier employees.	$39,000	$0	$39,000
Awards	Continue to provide long-term service awards for employees. Provide quality awards for employees.	· Recognize employees for their loyalty and commitment to the organization. · Recognize employees for their achievements. · Increase employee satisfaction.	$10,000	$0	$10,000
Online Survey	Determine level of employee satisfaction with various aspects of ACA.	· Identify challenges and develop action plans for improvements.	$15,000	$0	$15,000
Recruitment	Recruit the best possible candidates for ACA job postings.	· Hire high-quality employees that share ACA's vision.	$30,375	$0	$30,375
Career Fairs	Promote ACA to current college and university students.	· Continue to hire high quality employees in the future.	$7,698	$0	$7,698
Microsoft Navigation Program Not in Budget	Automate employee files.	· Enhance managers' ability to conveniently access current information on employee qualifications and training needs. · Maintain the inventory of talent in the organization. · Enhance ability to produce reports for benchmarking purposes.	$0	$0	$0

2.4

Health and Safety Program

The overall goal of the Health and Safety program is to ensure employees understand: 1) the importance of working safely and 2) ACA's commitment to provide a safe and healthy work environment. The program is constantly updated to improve the implementation and integration of health and safety into our daily operations. Improvements are intended to achieve a comprehensive, efficient and effective program, thereby assisting employees when they conduct projects in a wide variety of environments and situations. The focus of the program remains on: 1) reporting incidents, 2) implementing solutions or improvements, and 3) tracking results in order to continually adapt and improve the program.

Table 4: Health and Safety Program for 2010-11

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Health and Safety	Provide an environment and culture where all employees feel they can work in a safe and healthy manner. Provide all the necessary training, equipment, materials, staff and procedures to enable all ACA employees to work safely. Effectively manage all health and safety records to continue improving the program.	· Continue to utilize and refine a Health and Safety program that integrates effectively with ACA operations so that working safely becomes a natural and integral part of the workplace. In particular, continue to refine the Health and Safety Manual based on management reviews and staff suggestions. · Minimize or eliminate workplace injuries, and minimize loss or damage of property, facilities, materials and equipment. · Effectively respond to all health and safety incidents, including near misses. · Move most forms and procedures to an internal network database system to increase efficiencies and improve record keeping.	$117,217	$0	$117,217

2.5

Information Technology Program

The Information Technology (IT) program is responsible for the day-to-day operation, management and strategic direction of ACA's information technology services. The program's primary activities and applications include: network and data security, corporate telephone systems, intranet website, financial applications, payroll system, GIS applications and several other applications and services. Core responsibilities also include ensuring workstation and network functionality, providing end-user support, data recovery and securing corporate data.

Table 5: Information Technology Projects for 2010-11

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Information Technology/ Systems	Manage and operate ACA's IT infrastructure on a daily basis. Provide technical support to all areas of ACA's information technology systems. Meet high level of network and data security for ACA's IT environment. Evaluate and improve ACA's information systems.	· Resolve in a timely manner any critical server and network problems. · Maintain daily backups of ACA's servers and data. · Operate efficient information systems. · Maintain security of ACA network and data structures. · Ensure existing technology provides information in an efficient and effective manner.	$340,774	$0	$340,774

2.6

Wildlife Program

Together with our partners, the Wildlife program implements activities that monitor and enhance wildlife and their habitats, and seeks ways to integrate their value into Albertans' lives. The relationship between hunters and conservation is a long-standing tradition in Alberta. The Wildlife program honours this relationship, and applies science-based methods to promote and conserve wildlife populations as a fundamental value within society. Program activities focus on these key areas 1) ungulates, 2) upland game birds, 3) waterfowl and 4) species at risk.

Landowners are fundamental partners in much of what we do. Many of our enhancement activities focus on deeded land working in collaboration with farmers and ranchers. The program fosters long-term relationships with these key partners, and seeks solutions that will benefit both wildlife and the individual's business model. In 2010-11, the program will trial a workshop for the farming community that will provide insight into the needs of wildlife, and enhance our understanding of the needs of landowners in their farming operations. The program will also explore opportunities to engage volunteers in conservation activities, whether it is groups within the existing hunting community or individuals from a broader audience seeking new life experiences.

Ungulates, Upland Game Birds and Waterfowl

The Wildlife program has a strong emphasis on harvestable species ranging from sheep, elk and deer, to ducks, pheasants and grouse. Our partnership with ASRD in delivering surveys for ungulate species across the province enables the government to set hunting quotas, and inform landuse guidelines for industry. Detecting population trends and habitat use is a fundamental role in conservation, but easily overlooked for less charismatic species. Our upland bird projects seek to identify efficient methods for monitoring upland bird numbers, as well as enhancement actions to improve their numbers over the long term. Our habitat actions for waterfowl provide nesting resources in target areas where these features are limited.

Species at Risk

Our species at risk projects are a vital component of the collective efforts to conserve species identified as at risk within the province. Importantly, these conservation efforts positively impact other wildlife as well. For example, activities that enhance riparian habitat for threatened northern leopard frogs also support habitat important for deer, pheasants and grouse. Similarly, the MULTISAR project is a collaborative effort with goals beyond that of at risk species, with enhancement efforts intended to benefit and sustain habitat for wildlife species as a whole. Efforts toward species at risk are also a good model for game species with stakeholder buy-in included with plan development, and evaluation built into the long-term recovery model.

Table 6: Wildlife Projects for 2010-11

Ungulates					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Aerial Ungulate Surveys	Provide information on ungulate population sizes, trends, demographics and reproductive outputs.	· Collect and report population information for approximately 22 to 28 of ASRD's priority survey units.	$939,650	$100,000	$1,039,650
Elk Sightability in the SW Montane Area	Develop a method to assess the detectability of male vs. female elk to accurately determine gender and age structure in population estimates.	· Accurate estimates of the proportion of males vs. females in winter trend surveys. · Provide data to ASRD for entry in FWMIS.	$8,939	$0	$8,939
Pronghorn Mapping Fences	Identify and map barriers for movement of pronghorn along key migration routes and evaluate whether enhancements to fences along these routes benefit pronghorn.	· Inventory fences that may pose a barrier to pronghorn movement along key migration routes, and provide information to key partner (AFGA) for ranking where fence enhancements may occur. · Collect evidence to determine whether pronghorn are crossing fence barriers in areas where modifications have been made. · Collaborate with ASRD, academic partners, WWF, Montana and Saskatchewan representatives to identify priority needs for pronghorn conservation in the Northern Sage Steppe. · Assist ASRD with collection of data to explain relationship between horn size and age of male pronghorn. · Provide data to ASRD for entry in FWMIS.	$97,156	$60,938	$158,094
Ungulate Winter Range Restoration	Restore natural disturbance patterns in low disturbance watershed sub-basins by providing planning support to ASRD's prescribed burn program and using mechanical clearing methods where deemed appropriate to environmental and social conditions.	· Incorporate wildlife habitat needs into one ASRD burn plan. · Collect post-burn information at two prescribed burns for monitoring response. · Provide logistic and planning support for two prescribed burns. · Validate habitat classes delineated with remote sensing in 2009 with ground truthing in 2010. · Increase awareness of forest encroachment on grasslands in SW foothills and the ecological effects for grazing and wildlife.	$103,213	$48,337	$151,550

Wildlife Habitat Initiative in Low Disturbance Zones	Determine a method for identifying important wildlife habitat in areas with currently low human disturbance	· Identify information needs and interest through consultation with government (land use framework) and non-government stakeholders. · Develop a proposal for how to collect, interpret and present information on target habitats in key areas. · Initiate a pilot exercise to test field protocols.	$67,818	$0	$67,818
Wildlife and Fire Interpretive Hike	Develop an educational interpretive hike within a prescribed burn for use by the general public and schools. Emphasize the importance of fire disturbance for maintaining wildlife habitat, particularly for ungulates.	· Enhance long term public acceptance of natural and prescribed fire for enhancing wildlife (ungulate) habitat. · Create an effective outreach tool for educating the public. · Install interpretive signage along hiking trail.	$12,769	$30,000	$42,769
Upland Game Birds					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Sharp tailed Grouse Lek Inventory and Habitat Enhancement	Estimate sharp tailed grouse lek density over broad spatial areas, and relate these densities with habitat characteristics (land use). Assess and recommend habitat enhancements to benefit wildlife (upland birds) on public grazing reserves.	· Implement lek inventory in 2 new WMUs in SE Alberta (118, 102). · Identify at least 40 leks not previously recorded. · Refine tool for estimating sharp tailed grouse lek density. · Provide data to ASRD for entry in FWMIS. · Inventory habitat on 2 grazing reserves. · Recommend enhancement actions targeted for upland birds on 2 grazing reserves.	$169,510	$25,000	$194,510
Habitat Enhancement Legacy Partnership	Enhance upland and riparian habitat in collaboration with Pheasants Forever and private landowners	· Facilitate 1 workshop with local landowners to enhance our understanding of landowner needs, and enhance landowner understanding of wildlife needs. · Complete baseline wildlife and habitat inventories on 3 properties. · Complete habitat plans for 3 properties. · Initiate enhancement activities on 2 properties.	$117,178	$40,000	$157,178
Ruffed Grouse Habitat and Recreation Enhancement	Enhance habitat on ACA managed properties in NW Alberta.	· Collaborate with LMP to enhance upland habitat on 3 ACA managed properties.	$16,751	$7,000	$23,751

Waterfowl					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Hay Zama Waterfowl Monitoring	Monitor staging waterfowl numbers on Hay Zama complex during spring and fall, and identify periods when high concentrations near industrial well sites exceed guidelines and lead to temporary suspension of industrial activity.	· Monitor waterfowl numbers on Hay Zama complex for 5 weeks in spring and 8 weeks in fall. · Immediately notify ERCB if threshold waterfowl numbers are reached.	$3,268	$66,800	$70,068
Waterfowl Crop Damage Control	Provide assistance to farmers experiencing waterfowl-related crop damage.	· Make available scare cannons to farmers through much of the white zone. · Connect landowners wishing to use hunting as a deterrent for waterfowl to willing hunters. · Inform hunters from September through October via the website (www.ab-conservation.com) of areas with current crop damage problems through the hunting season, and increase use of this website by 30% over 2009 numbers (n=274 hits).	$79,453	$0	$79,453
Waterfowl Nesting Habitat Enhancement	Secure nesting locations for duck species limited by availability of natural cavities (goldeneye, bufflehead) and poor ground cover (mallards).	· Conduct annual maintenance of mallard nest tunnels and 200 cavity boxes (~ 20% of total). · Increase nesting success of targeted species in specific locations. · Increase landowner awareness of the importance of retaining old trees and nesting cover around wetlands.	$48,981	$25,000	$73,981
Species at Risk					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Alberta Piping Plover Recovery Program	Implement productivity and habitat enhancements for recovery of piping plovers.	· Install predator exclosures over as many plover nests as possible (~ 90-100). · Conduct adult plover surveys at 25+ core breeding lakes in Alberta. · Monitor, initiate and complete habitat stewardship initiatives on private land. · Provide data to ASRD for entry in FWMIS.	$107,627	$38,535	$146,162
Alberta Northern Leopard Frog Recovery (NLFR) Program	Implement productivity and habitat enhancement actions for recovery of NLFR.	· Assist with location and collection of egg masses and reintroduction of NLFR. · Survey 10 historical and recent NLFR sites and assess for habitat threats. · Implement habitat stewardship initiatives near Taber. · Provide data to ASRD for entry in FWMIS.	$33,503	$27,440	$60,943

Alberta Wildlife Status Reports	Co-ordinate and develop detailed status reports.	· Publish 5 detailed Alberta Wildlife Status Reports, including two initiated in previous years (caribou and great plains toad). · Provide data to ASRD for entry in FWMIS or to ANHIC (for plants).	$31,630	$18,850	$50,480
Sustainable Grasslands Applied Studies	Develop and expand collaborative grasslands applied program that seeks designs and land use actions that contribute to sustainable grasslands.	· Scope next phase of project development with Suncor. · Continue existing projects with a focus on: · 1) Cumulative effects of land use on pronghorn distribution and movements in the Northern Sage Steppe. · 2) Relationship between forest encroachment and loss of grassland in the southern Montane.	$29,261	$30,000	$59,261
Sage Grouse Recovery	Scope and initiate actions for recovery of sage grouse in SE Alberta.	· Scope opportunities for ACA involvement with long-term recovery of sage grouse. · Initiate fence marking enhancement near key sage grouse habitat.	$42,149	$50,000	$92,149
Volunteer Co-ordination and Alberta Volunteer Amphibian Monitoring Program	Scope opportunities and interest for engaging volunteers in wildlife projects. Co-ordinate reported sightings of amphibians and reptiles from network of volunteers in Alberta.	· Design framework for involving volunteers in wildlife projects. · Gain feedback from volunteers to gauge their interest in activities. · Submit all contributed occurrence data to ASRD for entry in FWMIS. · Give presentations on the program to at least 7 groups or organizations.	$43,963	$2,098	$46,061
MULTISAR	Engage landowners in stewardship activities to help conserve species at risk in the Milk River Basin.	· Complete 4 habitat enhancement initiatives. · Complete baseline wildlife and range health inventories on 3 properties. · Complete habitat conservation strategy reports for 3 ranches.	$104,377	$291,200	$395,577

2.7

Fisheries Program

The Fisheries program supports and delivers conservation activities that maintain and improve the diversity and abundance of fish populations, communities and the biological processes and habitats that support them. The program supports fishing as a recreational use by Alberta anglers and ensures that these opportunities are maintained or enhanced by implementing conservation activities that sustain or improve Alberta's fish populations. Program priorities are developed and reviewed annually in collaboration with ASRD and other stakeholders. Program activities are organized into five areas: 1) Aeration, 2) Enhanced Fish Stocking, 3) Lotic (running water bodies), 4) Lentic (standing water bodies) and 5) Riparian Conservation.

Aeration and Enhanced Fish Stocking

ACA uses aeration as a fishery enhancement technique to develop and maintain lake habitats and to promote year-round survival of sport fish, thereby creating or enhancing recreational angling opportunities that would not otherwise exist. Similarly, through stocking of 20-cm rainbow trout, the Enhanced Fish Stocking program provides angling opportunities in areas of the province where such opportunities would not otherwise exist.

Lotic and Lentic

Activities under the Lotic and Lentic themes are complementary and include inventories and monitoring of priority fish species. The objective is to provide timely and scientifically-credible information on species composition, population structure, abundance, distribution and reproductive biology, as well as to monitor angler use, harvest and associated fisheries demographics in priority waters.

Riparian Conservation

Riparian conservation uses management tools such as streambank fencing, bank stabilization (i.e., bioengineering), and off-channel watering for cattle, education and outreach to enhance and protect riparian habitats and ecosystem health. Riparian conservation activities are often conducted in collaboration with private landowners, watershed groups, government, industry and other stakeholders.

Table 7: Fisheries Projects for 2010-11

Aeration					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Lake Aeration	Create or enhance recreational angling opportunities for Albertans by developing and maintaining fish habitats to ensure year-round survival of stocked fish populations.	Ensure over-winter survival and prevention of summerkill of stocked trout in 18 water bodies distributed as follows: · Northwest Region, 7 water bodies: Cummings, Figure Eight, Swan, Sulphur, East Dollar and Spring (NW Grand Prairie) lakes, and Cecil Thompson Pond. · East Slopes, 8 water bodies: Beaver, Mitchell, Millers, Fiesta and Birch lakes, Ironside and Boehlke's ponds, and Hansen's Reservoir. · Southern Region, 1 water body: Coleman Fish and Game Pond. · Northeast Region, 2 water bodies: Muir and Spring (Stony Plain) lakes. · Complete annual summary report.	$212,636	$14,000	$226,636
Enhanced Fish Stocking					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Enhanced Fish Stocking	Provide anglers with increased angling opportunity while maintaining the integrity of Alberta's natural waters and fish populations.	· Stock 131,100 20-cm trout into designated water bodies. · Complete annual summary report.	$296,629	$23,390	$320,019
Lotic Fisheries Inventory and Monitoring					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Beaver River Drainage Fish-based Index of Ecological Integrity Year 2 of 2	Develop a fish-based index of ecological integrity for the Beaver River.	· Collect field data at 30 to 40 sites. · Document fish species composition, relative abundance, water chemistry and local habitat features in the Beaver River. · Collect and assess land use data in the Beaver River drainage using GIS. · Enter data in FWMIS. · Develop a multi-metric index of biotic integrity. · Complete final project report.	$105,477	$70,566	$176,043

Upper Clearwater River Drainage Bull Trout Population Assessment Year 1 of 2	Assess the status of Bull Trout in the upper Clearwater Drainage. Refine status assessment methods.	· Estimate abundance of adult Bull Trout in Elk Creek (tributary to Clearwater River). · Refine and test juvenile fish distribution assessment techniques. · Describe the distribution and magnitude of human-mediated threats to the Clearwater River Bull Trout Core Area. · Enter data in FWMIS. · Complete annual summary report.	$68,277	$32,101	$100,378
Upper Oldman River Drainage Bull Trout Population Assessment Year 4 of 4	Assess the status of the Bull Trout population in the upper Oldman River drainage.	· Document migratory adult Bull Trout population size, redd abundance and distribution in 4 tributaries to the Oldman River. · Assess the prevalence and distribution of migratory and stream-resident Bull Trout life history forms in the upper Oldman River drainage. · Enter data in FWMIS. · Complete final project report.	$42,283	$32,508	$74,791
Life History Strategies and Demography of Spawning Bull Trout in the Upper Red Deer River Drainage Year 2 of 3	Identify the life history strategies and key spawning habitats of Bull Trout in the upper Red Deer River drainage.	· Identify life history strategies and key spawning habitats of the Pinto Creek Bull Trout. · Prioritize streams in the upper Red Deer River drainage for use by spawning Bull Trout. · Enter data in FWMIS. · Complete annual summary report.	$60,456	$30,321	$90,777
Stream Crossing Remediation	Restore fisheries habitat connectivity through stream crossing remediation.	· Synthesize stream crossing information from previous ACA studies and across the province to develop a list of problem crossing sites. · Develop a process (i.e., tool) to rank stream crossing sites to be targeted for remediation. · Initiate dialogue with appropriate stakeholders and funding partners to secure financial resources for remediation projects. · Complete annual summary report.	$55,156	$0	$55,156
Crowsnest River Drainage Sport Fish Population Assessment	Assess the status of sport fish populations in the Crowsnest River Drainage.	· Document abundance, density, distribution and size structure of sport fish populations in the Crowsnest Drainage. · Communicate project results to stakeholders. · Enter data in FWMIS. · Complete final project report.	$80,961	$20,000	$100,961

Lentic Fisheries Inventory and Monitoring					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Sport Fishery Angler Surveys	Provide information on sport fisheries to aid fisheries management at priority water bodies.	· Describe angling effort, harvest and associated fisheries demographics at Winagami and Snipe lakes using reduced effort creel surveys. · Collect angling effort data at Kehiwin and Floatingstone lakes using effort cameras. · Use of data by ASRD to formulate fisheries management plans. · Enter data in FWMIS. · Complete final project report	$106,720	$5,000	$111,720
Trout Stocking Fisheries Evaluation	Evaluate the effectiveness of stocked trout fisheries at meeting management goals and recreational angler expectations.	· Generate data on angler use, angler satisfaction and fishing quality on 6 waterbodies (i.e., Salters, Star, Hanson, Beaver, Mitchell and Windsor lakes). · Generate data on abundance and population structure of stocked trout in all 6 waterbodies. · Develop a stocked trout fishery assessment tool. · Enter data in FWMIS. · Complete final project report and M.Sc. thesis for Royal Roads University.	$136,420	$29,000	$165,420
Wabasca Lake Walleye Movement Year 3 of 3	Assess effectiveness of fishing closure zones at protecting Walleye from harvest during spawning season.	· Document spatial and temporal distribution of Walleye in North and South Wabasca lakes using radio telemetry. · Determine extent of Walleye migration between North and South Wabasca lakes. · Establish effectiveness of fishing closure at protecting spawning fish from harvest. · Provide information to ASRD for evaluation and/or adjustment to current conservation closure to protect spring spawning Walleye. · Enter data in FWMIS. · Complete final project report.	$73,697	$28,246	$101,943
Walleye Stock Assessments	Assess walleye populations at priority water bodies to aid fisheries management.	· Generate data on abundance and population structure of Walleye in Buck and Pigeon lakes. · Use of data by ASRD to formulate fisheries management plans. · Enter data in FWMIS. · Complete final project report.	$36,055	$0	$36,055

Spawning and Population Structure of Walleye in Vandersteene Lake	Identify spawning habitats and examine population structure of Walleye for evidence of successful reproduction.	· Identify and geo-reference key Walleye spawning habitats in the lake. · Determine population structure and abundance of Walleye and examine for evidence of successful reproduction. · Enter data in FWMIS. · Complete final project report.	$36,234	$0	$36,234
Riparian Conservation					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Riparian Conservation in: 1) Beaverlodge River 2) South Heart River/Lesser Slave Lake 3) Todd/Beaver Creek 4) Red Deer/Battle River 5) Bearberry Creek, and 6) Edson River watersheds	Contribute to enhancement, restoration and protection of priority riparian habitat through collaboration with private landowners, watershed groups, government, industry and other stakeholders. Develop and implement a protocol for evaluating and monitoring effectiveness of ACA riparian conservation projects.	· Establish 1 to 3 new riparian conservation projects and associated landowner agreements (e.g., fencing, alternate water sources, tree-planting, etc.) in each focal watershed. · Increase public interest and awareness in riparian conservation in focal watersheds through community outreach, public presentations and direct contact with key shoreline property owners, signage, advertisements, etc. · Complete bank stabilization (i.e., soil bioengineering) projects in selected watersheds. · Conduct pilot study on Bearberry Creek to assess use of benthic (fauna at the bottom of a lake) macro-invertebrate data as part of monitoring tool development. · Complete annual field inspections and riparian health site assessments (Cows and Fish short form assessment) for existing and new project sites. · Complete 'Cows and Fish inventories' and USEPA rapid habitat assessments at new project locations (pre-project). · Participate in watershed groups, councils and stewardship networks. · Quantify watershed-scale riparian condition for selected systems, including Edson River, using aerial videography. · Conduct field reconnaissance trips to identify potential restoration sites and partner landowners for Edson River. · Establish project support and community stewardship group for Edson River project.	$202,682	$185,340	$388,022

2.8 Land Management Program

The Land Management program encompasses activities intended to conserve, protect and enhance wildlife and fish habitat and to promote the recreational value associated with conserved land. The major activities of this program for 2010-11 are: 1) Habitat Conservation, 2) ACA Conservation Site Management and 3) Recreational Opportunity Initiatives.

Partnerships are an integral component of the Land Management program. These partnerships involve ongoing discussions with other conservation organizations, member groups, ASRD, our wildlife and fisheries teams and other stakeholders including hunters and anglers.

Habitat Conservation

Habitat conservation initiatives are designed to secure important wildlife and fish habitats within focus areas across the province and to enhance recreational opportunities such as hunting, fishing, hiking, wildlife viewing and berry picking. Methods used to accomplish this include direct purchase, land donations, donated conservation easements, habitat lease agreements through the Landowner Habitat Program (LHP) and protective notations to protect ACA's investments on Crown-owned lands.

ACA Conservation Site Management

ACA Conservation Site management includes numerous programs and activities that are the responsibility of ACA. This work includes maintenance and management of fisheries access sites, managed Crown properties, ACA titled lands, lands with conservation easements and past stewardship activities. Management plan development for Conservation Sites is an ongoing activity on lands that ACA owns and manages. Other activities include the installation of new signage on all ACA Conservation Sites and assisting the Communications program with the *Discover Alberta's Wild Side – Guide to Outdoor Adventure*, which promotes the tremendous recreational opportunities available to Albertans. The 2010-11 edition is the third installment of the guide that promotes over 700 ACA and partner-owned sites.

Recreational Opportunity Initiatives

Recreational opportunity initiatives are an outcome of all projects and programs being delivered by the Land Management program. These initiatives include communication tools and activities that promote and increase access to our diverse wildlife and fish resources. One focus is the communication and delivery of Use Respect – Ask First, which fosters respect between land users and landowners to increase access to privately-owned lands

Table 8: Land Management Projects for 2010-11

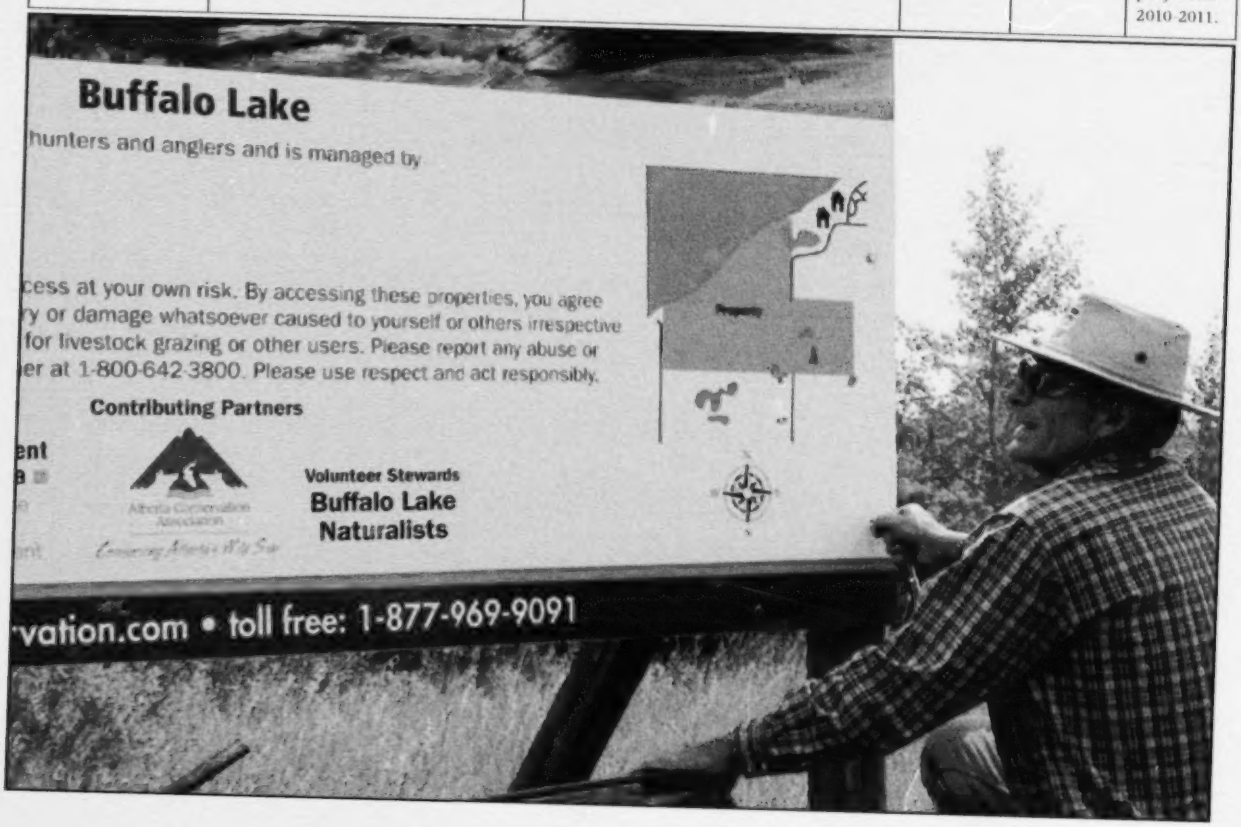
Habitat Conservation					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Habitat Securement Fund	Provide sustainable recreational opportunities by securing and protecting high priority wildlife and fish habitat.	· Secure and protect 1,500 acres of wildlife and fish habitat through land purchase, donated lands and donated conservation easements. · Maintain existing partnerships with key conservation partners that actively secure habitat. · Increase sustainable recreational opportunities across the province.	$126,152	$0	$126,152
Corporate Partners Program - Securement Fund	Secure, protect and maintain important native habitat through strategic corporate partnerships.	· Secure 2,000 acres of habitat through direct purchase within identified focal areas. · Maintain corporate partners that are currently working with ACA. · Increase the number of corporate partners actively donating to ACA by five. · Increase sustainable recreational opportunities across the province.	$113,919	$1,640,000	$1,753,919
Landowner Habitat Program (LHP)	Protect and retain important habitats and enhance recreational opportunities on privately-owned lands through habitat lease agreements.	· Protect a minimum of 1,000 acres under habitat lease agreements in 2010-11 over a 10-year term. · Retain and protect important wildlife and fish habitat. · Increase sustainable recreational opportunities on privately-owned lands across the province.	$127,518	$0	$127,518

Conservation Site Maintenance and Management					
Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Conservation Site Management	Manage, enhance and maintain ACA conservation sites to provide a diversity of habitat for fish and wildlife species and enhance sustainable recreational opportunities.	· Manage, enhance and maintain over 200,000 acres of habitat on nearly 300 Conservation Sites throughout the province. · Complete inspections on 60% of ACA Conservation Sites. · Install new signage on 38 ACA Conservation Sites. · Enhance wildlife and fish habitat on 9 priority Conservation Sites. · Update the *Discover Alberta's Wild Side – Guide to Outdoor Adventure* and Conservation Site database to promote recreational opportunities across the province. · Maintain and develop collaborative partnerships to enhance management of Conservation Sites. · Enhance sustainable recreational opportunities on ACA-owned and managed sites.	$538,083	$57,530	$595,613
Management Plan Development	Develop management plans for Conservation Sites that ACA owns and/or manages.	· Complete management plans on 100% of titled lands acquired in 2010-11. · Complete management plans for 27 Crown ACA Conservation Sites that ACA actively manages. · Define habitat management and enhancement objectives for individual Conservation Sites. · Identify management objectives, roles and responsibilities among project partners and other stakeholders.	$79,681	$0	$79,681
Fisheries Access Site Management	Maintain and enhance fisheries access sites that support and increase recreational angling opportunities across the province.	· Manage and maintain 32 fisheries access sites. · Install new ACA signage at 13 fisheries access sites. · Complete infrastructure upgrades at 14 fisheries access sites. · Provide access for anglers to key streams, rivers, lakes and trout ponds. · Maintain and develop collaborative partnerships to assist with maintenance costs associated with managing fisheries access sites.	$179,656	$9,750	$189,406

Streambank Fencing Strategy	Implement a strategy to renegotiate long-term and eternal Buck for Wildlife (BFW) agreements to ensure that riparian protection benefits achieved in the past are maintained on priority water bodies.	· Deliver a strategy that outlines options to eliminate annual maintenance costs and ensures continued stewardship of riparian habitat on priority systems. · Develop an ACA agreement to replace inherited BFW eternal agreements on priority water bodies. · Terminate 4 eternal agreements. · Sign 4 new ACA agreements to ensure continued protection of riparian habitat.	$80,289	$0	$80,289

Recreational Opportunity Initiatives

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Use Respect - Ask First	To increase recreational access opportunities on privately owned lands through promotion of the *Use Respect* Program.	· Distribute signage to create awareness and use of Use Respect. · Foster respect between land users and landowners. · Deliver in collaboration with other conservation partners. · Increase awareness of hunting and angling opportunities on privately owned lands across Alberta.	$0	$0	$0 Signs were developed and printed in 2009-2010. No budget costs are planned for this project in 2010-2011.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cess at your own risk. By accessing these properties, you agree
y or damage whatsoever caused to yourself or others irrespective
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2.9

Report A Poacher and Compensation Programs

The Report A Poacher program is widely known and used by Albertans as a way to protect Alberta's wildlife and fish resources. Based on a renewed agreement, ACA will continue to work closely with ASRD enforcement to ensure Report A Poacher retains a high profile and remains an important resource for Albertans.

ACA continues to be responsible for the administration of program funds and promotional activities. In particular, we will focus on: 1) identifying ways to increase public awareness and education of poaching, 2) refining various elements of the Report A Poacher program such as the logo, displays and promotional items, and 3) improving the general accessibility and utilization of the Report A Poacher program by the general public through social media.

ACA's role in the Shot Livestock Compensation and Predator Compensation programs continues to be restricted to the administration of funds. ASRD undertakes all investigations and determines payouts for these programs.

Table 9: Report A Poacher and Compensation Programs for 2010-11

Project Name	Primary Purpose	Expected Outcomes	ACA	Partner	Total
Report A Poacher	Provide administrative and promotional support to maintain a high profile of the Report A Poacher program. ASRD is responsible for the investigation and enforcement aspects of the Report A Poacher program.	· Continue promotional and educational activities to maintain public awareness and understanding of poaching and the Report A Poacher program. · Manage funds for the Report A Poacher program, which are used by ASRD enforcement as payments to individuals qualifying for rewards. · Review and update the program's image and profile, ensuring effective access and use is maintained, and enhance promotional items and activities.	$197,509	$5,000	$202,509
Predator Compensation	Reimburse Alberta livestock producers for losses or injury to specified livestock due to predation by wolf, cougar, grizzly bear, black bear or eagles.	· Make compensation payments as approved claims are received from ASRD.	$135,000	$0	$135,000
Shot Livestock	Reimburse Alberta livestock producers for losses or injury to specified livestock as a result of being shot by a person during an open big game or game bird hunting season.	· Make compensation payments as approved claims are received from ASRD.	$15,000	$0	$15,000

Grant Funds

3.0

ACA has a long history of awarding conservation grants, the first of which were awarded in 1997. Today there are several grants available and each one addresses a particular conservation priority. These priorities include the support of: 1) a vast array of general conservation initiatives through the Grant Eligible Conservation Fund, 2) graduate students interested in conservation issues through the ACA Grants in Biodiversity, 3) protection and acquisition of critical parcels of habitat across the province through the Habitat Securement Fund and, 4) educational initiatives for wildlife professionals through the ACA Chair in Fisheries and Wildlife.

3.1

Grant Eligible Conservation Fund

The Grant Eligible Conservation Fund (GECF) was established in 2002-03. Since this time, the GECF has supported 492 projects with $8.5 million in funding. Funded by the province's anglers and hunters, the GECF supports projects that aid ACA in meeting our mission of conserving, protecting and enhancing wildlife, fish and habitat for all Albertans to enjoy, value and use.

A significant change is being implemented in the 2010-11 funding round; for the first time the GECF has been split into two parts, *Part A: Conservation Support and Enhancement and Part B: Research.*

Part A: Conservation Support and Enhancement funds conservation activities by individuals, organizations and communities that contribute to healthy wildlife and fish populations, to a healthy environment for wildlife and fish in Alberta, and to the understanding, appreciation

and use of that environment. *Part B: Research* funds high-quality research on wildlife, fish and habitat, which inform the effective management of wildlife, fish and habitat in Alberta.

In 2010-11, $500,000 is available for *GECF Part A: Conservation Support and Enhancement* projects and $350,000 is available for *GECF Part B: Research* projects. Funding priority areas are set annually and those applications addressing these priorities have a higher probability of being funded.

The two parts of the GECF have separate deadlines; *Part B* applications are accepted in November and *Part A* applications are accepted the following January. The earlier deadline for *Part B* applications allows for a rigorous academic review of the proposed research, following the review process that has been in place for many years set by the ACA Grants in Biodiversity.

Adjudication committees are established for both Parts of the GECF which recommend funding decisions to the ACA Board. The Part A adjudication committee consists of a public-at-large ACA board member, an ACA staff member and three to five citizens of Alberta having conservation backgrounds, who referee and assess the grant applications based on the established funding criteria and funding priorities. The Part B Research Review Panel consists of six to eight individuals with research expertise. The panel includes at least three academic researchers representing at least three Alberta universities, and at least three individuals with substantial research experience from the non-profit and/or governmental sector. The application adjudication meetings take place at the end of February and are chaired by a non-voting ACA Board Member. Applicants are notified of the status of their submission by the end of March each year.

$150,000 has been moved from the GECF into a newly established Emerging Issues Fund, that is administered by ACA managment on an as needed basis.

For more information on GECF visit:
www.ab-conservation.com/go/default/index.cfm/grants/grant-eligible-conservation-fund.

3.2

Grants in Biodiversity

ACA, in collaboration with the Alberta Co-operative Conservation Research Unit, administers the ACA Grants in Biodiversity program. This program facilitates graduate student research on the conservation of Alberta's biological diversity. ACA makes an annual contribution of $225,000 to this program and participates as a member of the Grants Program Committee that awards these funds to selected graduate students.

For more information on current projects visit the ACA Grants in Biodiversity program: www.acabiodiversity.ca

3.3

Habitat Securement Fund

The Habitat Securement Fund (HSF) assists our Land Management program in obtaining its goal to conserve high value habitat. Groups or individuals seeking funds to secure habitat are eligible to apply as well. All applications are assessed by the Land Management program to determine a ranking of the proposed purchase based on both conservation and recreational values.

See page 29, Table 8: Land Management Projects for 2010-11.

3.4

ACA Chair in Fisheries and Wildlife at the University of Alberta

The ACA Chair position was established through an endowment to the University of Alberta. Annually, ACA allocates $20,500 to educational initiatives for wildlife professionals through the ACA Chair, thereby ensuring a close connection between the ACA Chair and ACA programs.

For more information and for a list of publications visit: www.biology.ualberta.ca/faculty/mark_boyce/?Page=719

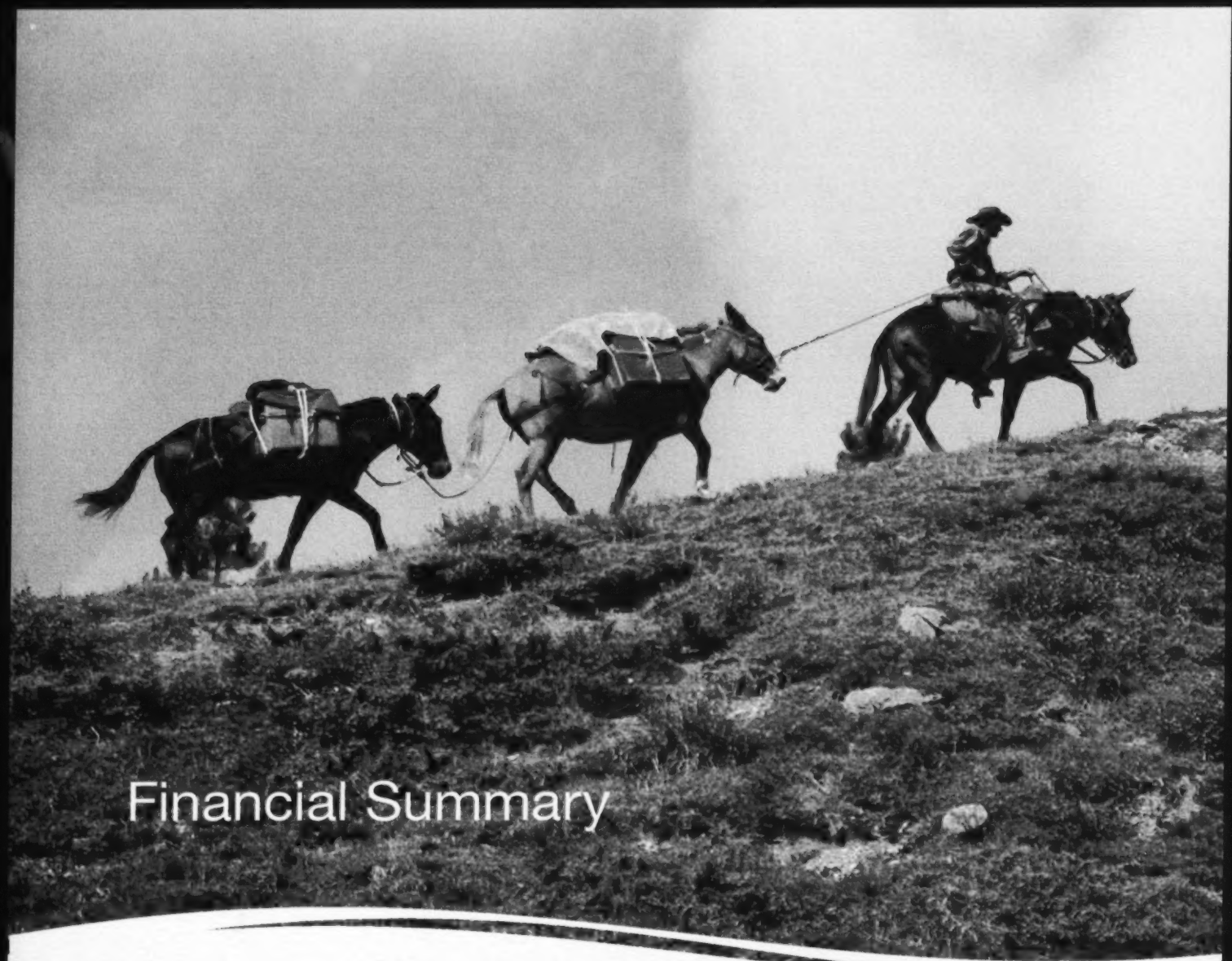
Monitoring and Accountability

4.0

For 2010-11, *on time, on budget, high quality and done safely* will continue to be the cornerstones on which every project is measured. Project leaders are required to provide monthly updates to ensure projects are kept on track. Where issues are identified in a project, actions are implemented immediately to resolve them. In addition, all yearly project summary reports are required to be posted on our website no later than April 30 of each year. Although our summary reports go through our internal quality control, including review by an external reviewer, posting our reports to the website in a timely manner allows our stakeholders to assess the quality of our projects as well. We encourage feedback from our stakeholders, whether it is praise for a job well done or constructive criticism on how things can be improved.

In addition to our operational controls, we will continue to take advantage of the expertise and knowledge of our Board of Directors through the use of our Standards Review Committee. This committee is tasked with selecting a group of projects or programs and reviewing the merits of scientific credibility and efficiency to produce results that positively impact conservation in Alberta. Recommendations of the Standards Review Committee are brought to the Board of Directors and passed on to Management for immediate implementation, as required.

Financial accountability is assured through a number of processes, including internal controls and a yearly external audit. In addition, we make available all financial statements to any member of the public, upon request.



Financial Summary

5.0

Our total budget for 2010-11 is $15,243,010. This is a 4% increase over the 2009-10 budget. The revenue allocated in this budget consists of levy generated from licence sales and non-levy revenues generated from external sources such as grants and partnerships. The budget also includes interest generated from the Reserve Fund that is being allocated to the Habitat Securement Fund and Grants in Biodiversity.

The budget is based on a levy revenue projection of $10,660,133, a figure established from 2009-10 receipts. Our ability to allocate 99% of the levy value directly into the resource is a result of the significant efforts of our staff to identify and pursue partner (non-levy) revenue. The 2010-11 budget includes a partner (non-levy) projection of $4,582,877. Much of these non-levy funds come directly from our corporate and individual donors whom we sincerely thank for supporting conservation in Alberta.

Our administration expenses for 2010-11 are projected at 18% of our total budget. Administration expenses include the Finance, Administration, Human Resources and Information Technology programs (Table 10).

The budget for 2010-11 allocates $10,553,065 to the Fisheries, Wildlife, Land Management and Communications programs. This amount is equal to 99% of the levy value that is expected to be collected, and excludes the $500,000 allocated to the Habitat Securement Fund (HSF), which is included within the Grants program.

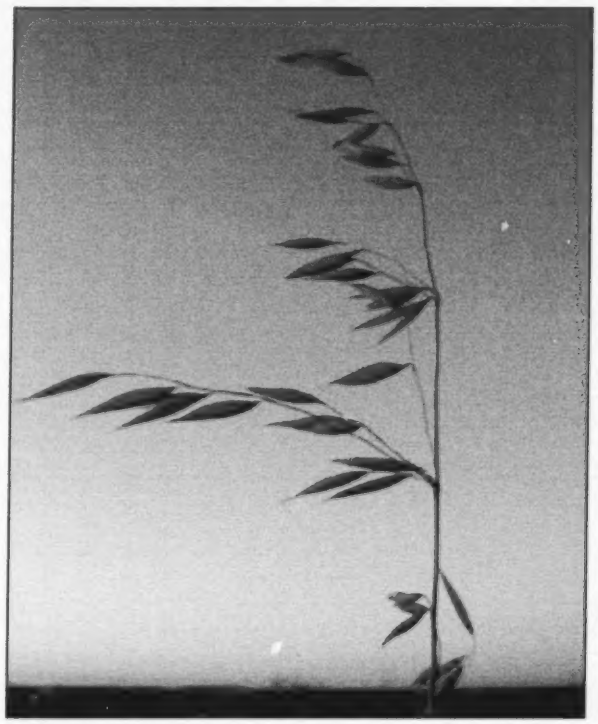


Table 10: Summary Budget 2010-11

Program	ACA (Levy Funds)	Partner Funds	Total Budget
Administration Program	$523,886	$960,392	$1,484,278
Finance Program	$515,955	$25,000	$540,955
Communications Program	$1,242,692	$321,000	$1,563,692
Human Resources Program	$357,018	$0	$357,018
Information Technology Program	$340,774	$0	$340,774
Wildlife Program	$2,448,230	$861,198	$3,309,428
Fisheries Program	$1,924,291	$478,007	$2,402,298
Land Management Program	$1,570,367	$1,707,280	$3,277,647[1]
Report A Poacher (RAP) and Compensation Programs	$347,509	$5,000	$352,509
Health and Safety Program	$117,217	$0	$117,217
ACA Chair in Fisheries and Wildlife at the University of Alberta	$20,500	$0	$20,500
Grant Eligible Conservation Fund / Emerging Issues Fund	$1,000,000	$0	$1,000,000
Grants in Biodiversity	$0	$225,000[2]	$225,000
Regional Program Planning and Support	$251,694	$0	$251,694[3]
TOTAL BUDGET	$10,660,133	$4,582,877	$15,243,010

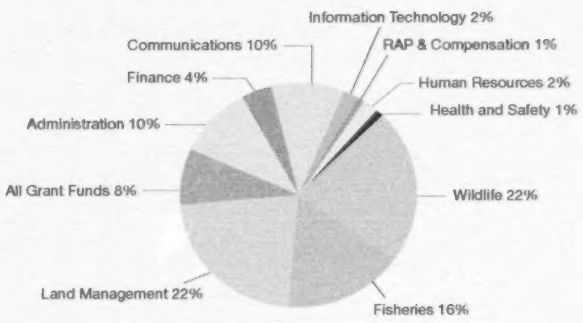
Budget notes:

[1] The Land Management program's total budget does not include $500,000 in non-operational funds from the Habitat Securement Fund.

[2] The "partner funds" in the Grants in Biodiversity are from interest on ACA's Reserve Fund that is used to top up these funds on an annual basis.

[3] Regional Support applies to resource team planning costs. These costs relate to activities such as priority planning, budgeting, project development and other resource-related activities.

Figure 1: 2010-11 Budget Breakdown



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Conserving Alberta's Wild Side

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